

THIS IS A MOCK PRESS RELEASE

Local Volunteers Use Data to Fight Against Hunger Across the Nation

Hillside, NJ – The Community Foodbank of NJ announced results from their open-source data visualization project, [Ceres](#). Using the crowd-sourced creativity and expertise of the NJ/NY Tableau Software User Group, and in collaboration with the foodbank's major donors, the nationwide network of Feeding America's foodbanks has access to a series of data visualizations that are being used to drive hunger awareness in communities across the country. In NJ, NY, and far as Hawaii, you can walk into a local supermarket, bank, or your company's lobby, and see a highly-customized display how hunger is a hidden problem in even the most well-off neighborhoods.

"Ceres demonstrates the power of community, in ways I've never seen. With our history of strong focus on serving the people of NJ, I'm blown away about the movement we started to arm foodbanks in communities across the country with this tool," beamed Debra Vizzi, President & CEO. "I'm incredibly proud of our team and passionate volunteers with a unique skill – telling visual stories with data – that had the vision and grit to pull this off."

Any partner, of any of Feeding America's 200 foodbanks can, with a few clicks on the site [www.Project-Ceres.com](#), generate a range of marketing materials highlighting how hunger effects the surrounding communities – and importantly, how that partner has contributed its money, products, and time. Feeding America collects data from our (sister) foodbanks into one database, that Ceres connects to. "My peers across the country call me about how they've measured the impact of this program and are able to add their ideas for everyone to use," smiles Christine Kane Perez, Vice President Special Projects. "Ceres is just awesome!"